

ORDER



Orders
Order / Rev: 169984
Alt Order #: 08406550
Product Desc: JAY INSLEE FOR GOV
Estimate: 7822
Flight Dates: 10/02/16 - 10/10/16
Original Date / Rev: 09/30/16 / 09/30/16
Order Type: GENERAL

KXLY
Primary AE: MATT WURM
Sales Office: H-DC
Sales Region: NATL

Agency
Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 100 N. 20th St. #201
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Inslee/Gov/D/Wash
Demographic: A35+
Product Codes: PL Candidate
Priority: P-3
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/10/16	59	\$9,510.00	\$8,083.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	59	\$9,510.00	\$8,083.50	0.00
Totals	59	\$9,510.00	\$8,083.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
MATT WURM			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KXLY	12%	\$9,510.00
Market	100%	\$79,250.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KAYU	8%	\$6,340.00
KBGC	0%	\$0.00
KCDT	0%	\$0.00
KGPX	0%	\$0.00
KHQ	52%	\$41,210.00
KREM	28%	\$22,190.00
KSKN	0%	\$0.00
KSPS	0%	\$0.00
KUID	0%	\$0.00
KWSU	0%	\$0.00
KXMN	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KXLY	10/03/16	10/07/16	7-9a GMA	CM	7-9a	MTWTF--	:30	10	\$160.00	P-2	0.00	NM	10	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/03/16	10/09/16	MTWTF--			10		\$160.00		0.00				
E 2	KXLY	10/10/16	10/10/16		CM	7-9a	2-----	:30	2	\$160.00	P-2	0.00	NM	2	\$320.00

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KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7-9a GMA GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	2-----					2	\$160.00		0.00			
E 3	KXLY	10/03/16	10/07/16	630-7a GMNW	CM	630-7a	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	MTWTF--					5	\$175.00		0.00			
E 4	KXLY	10/10/16	10/10/16	630-7a GMNW	CM	630-7a	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	1-----					1	\$175.00		0.00			
E 5	KXLY	10/03/16	10/07/16	6-630a GMNW	CM	6-630a	MTWTF--	:30	5	\$160.00	P-2	0.00	NM	5	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	MTWTF--					5	\$160.00		0.00			
E 6	KXLY	10/10/16	10/10/16	6-630a GMNW	CM	6-630a	1-----	:30	1	\$160.00	P-2	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	1-----					1	\$160.00		0.00			
E 7	KXLY	10/03/16	10/07/16	9-10a M-F Live With Kelly	CM	9-10a	MTWTF--	:30	5	\$90.00	P-2	0.00	NM	5	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	MTWTF--					5	\$90.00		0.00			
E 8	KXLY	10/10/16	10/10/16	9-10a M-F Live With Kelly	CM	9-10a	1-----	:30	1	\$90.00	P-2	0.00	NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	1-----					1	\$90.00		0.00			
E 9	KXLY	10/02/16	10/09/16	5p Su News 5p News	CM	5-530p	-----1	:30	1	\$85.00	P-2	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/26/16		10/02/16	10/02/16	-----1					1	\$85.00		0.00			
Week: 10/03/16		10/03/16	10/09/16	-----1					1	\$85.00		0.00			
E 10	KXLY	10/03/16	10/07/16	6-630p M-F M-F News @6	CM	6-630p	MTWTF--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	MTWTF--					5	\$175.00		0.00			
E 11	KXLY	10/10/16	10/10/16	6-630p M-F M-F News @6	CM	6-630p	1-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	1-----					1	\$175.00		0.00			
E 12	KXLY	10/04/16	10/04/16	630-7p M-F M-F News @630p	CM	630-7p	-1-----	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	-1-----					1	\$155.00		0.00			
E 13	KXLY	10/06/16	10/06/16	630-7p M-F M-F News @630p	CM	630-7p	---1---	:30	1	\$155.00	P-2	0.00	NM	1	\$155.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	---1---					1	\$155.00		0.00			
E 14	KXLY	10/03/16	10/03/16	Mon 8p Prime Dancing w/Stars	CM	8-10p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/03/16		10/03/16	10/09/16	1-----					1	\$700.00		0.00			
E 15	KXLY	10/10/16	10/10/16	Mon 8p Prime Dancing w/Stars	CM	8-10p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/10/16		10/10/16	10/16/16	1-----					1	\$700.00		0.00			
E 16	KXLY	10/05/16	10/05/16	Wed 9-10p Prime MODERN FAM/ BLACKISH	CM	9-10p	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00

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KXLY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	KXLY	10/05/16	10/05/16	Wed 9-10p Prime MODERN FAM/ BLACKISH	CM	9-10p	--1----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/03/16	10/09/16	--1----		1				\$900.00		0.00			
E 17	KXLY	10/02/16	10/09/16	11p Sun Late News Late News Sun	CM	11-1135p	-----1	:30	1	\$45.00	P-2	0.00	NM	2	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	-----1		1				\$45.00		0.00			
	Week:	10/03/16	10/09/16	-----1		1				\$45.00		0.00			
E 18	KXLY	10/03/16	10/07/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	MTWTF--	:30	5	\$40.00	P-2	0.00	NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/03/16	10/09/16	MTWTF--		5				\$40.00		0.00			
E 19	KXLY	10/10/16	10/10/16	Jimmy Kimmel Jimmy Kimmel	CM	1135p-1237x	1-----	:30	1	\$40.00	P-2	0.00	NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	1-----		1				\$40.00		0.00			
E 20	KXLY	10/03/16	10/07/16	11p M-F Late News Late News	CM	11-1135p	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/03/16	10/09/16	MTWTF--		5				\$125.00		0.00			
E 21	KXLY	10/10/16	10/10/16	11p M-F Late News Late News	CM	11-1135p	1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/10/16	10/16/16	1-----		1				\$125.00		0.00			
E 22	KXLY	10/02/16	10/09/16	Su GMA Su GMA	CM	7-8a	-----1	:30	1	\$65.00	P-2	0.00	NM	2	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/26/16	10/02/16	-----1		1				\$65.00		0.00			
	Week:	10/03/16	10/09/16	-----1		1				\$65.00		0.00			
Totals														59	\$9,510.00